

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
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April 16, 1997

RJR Account #180000

R. Rinde

ELMIRA DISTRIBUTING

**JUNE DORAL B2G1F / PROMOTION #700272**

Dear Rich:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **30** skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	2
Light Box	12300-24066	2
Full Flavor 100	12300-24063	1
Light 100	12300-24062	2

**DISPLAY DETAIL**

EACH PRE-SLEEVED 6M CASE CONTAINS **30 WHITE CARTONS**.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS **STRONGLY RECOMMENDED** THAT YOU PLACE **1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY**; THIS WILL ENABLE YOU TO BILL RETAIL @ **5 CARTONS PER DISPLAY**, RATHER THAN **4.9 CARTONS PER DISPLAY**.

**PO #051297**

**Product / Premium Arrival:**

**May 12, 1997**

**Ship Date to Retail:**

**Week of: May 19, 1997**

**SKU CUBE:**

**0.9960**

**SKU WT (w/o Product):**

**1.7200 lbs**

**Retail Sales Offer per Sku:**

**21 Offers**

**Billing per Sku:**

**5 Savings Cartons (if additional live pack is added to Display)**

**4.9 Savings Cartons (if additional live pack is NOT added to Display)**

**EFT \$ Amount:**

**\$986.48**

**Non-EFT \$ Amount:**

**\$N/A**

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B2G1F  
ELMIRA DISTRIBUTING

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

**PLACE INTO EACH DISPLAY:**

- \* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)  
*BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100*
- \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- \* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.  
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;  
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

**RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.**  
(THE ENCLOSED '*RETAILER LETTER*' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$34.30 (2.45 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

cc: A. Zecca

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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TO ALL RJR RETAIL PARTNERS

## RETAILER LETTER

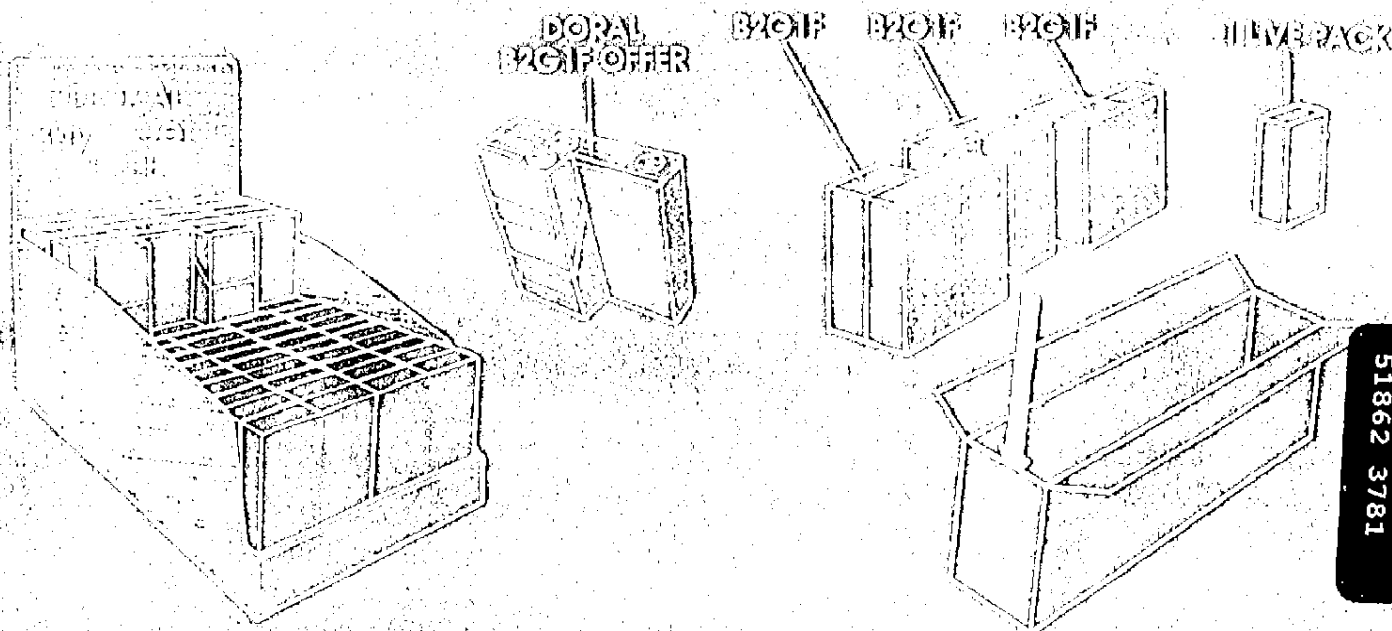
### DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED TOBACCO PACKS.

**IMPORTANT NOTE: THIS IS NOT A MISAKE AT YOUR WHOLESALER. DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER. PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.**

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



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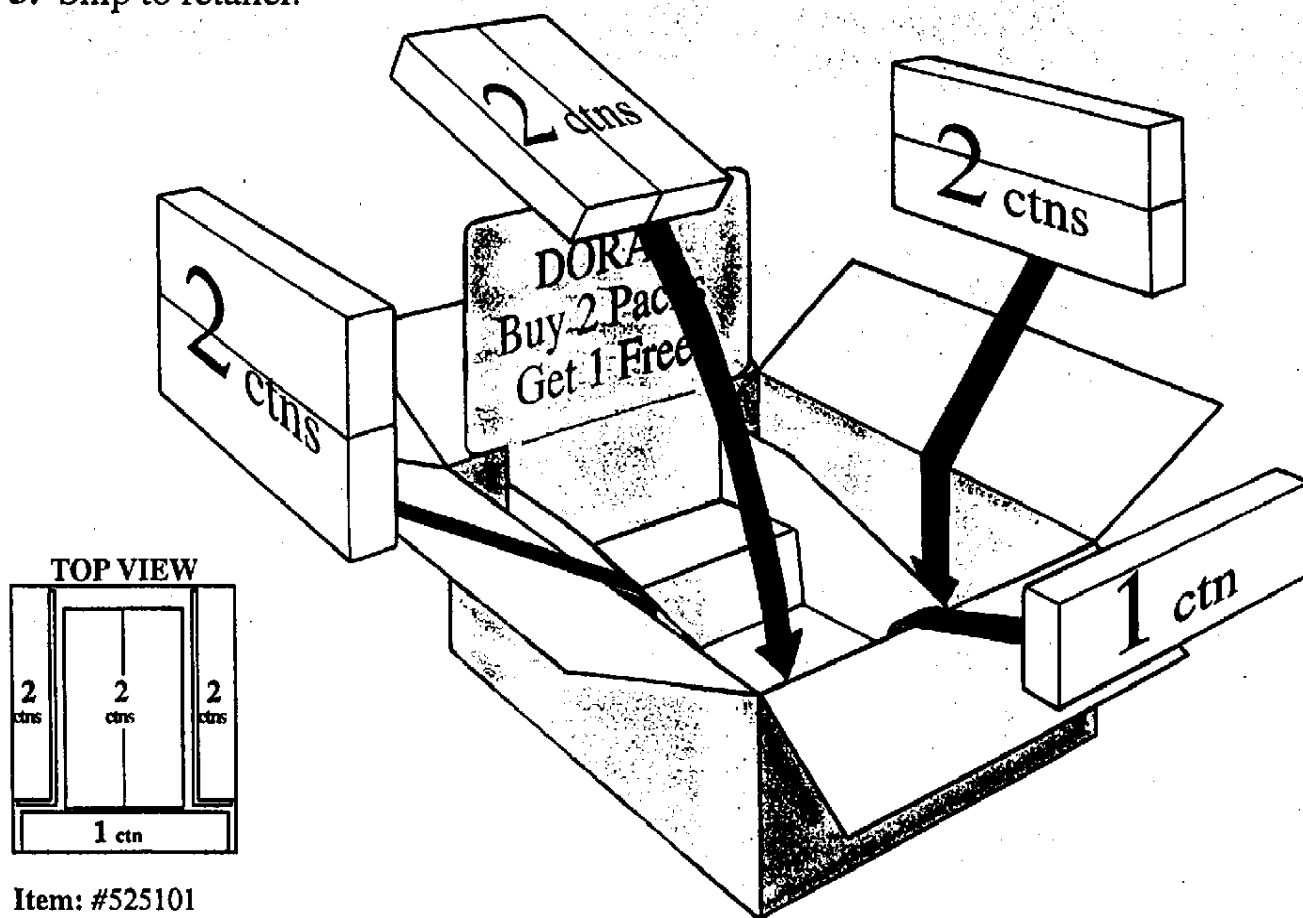
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 2ND QTR. '97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.  
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF BOX	LT BOX	LT 100	FF 100		
Number of Cartons	2	2	2	1		

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BREN55B2  
 WORKPLAN VAP TEMPLATE LISTING  
 PAGE: 25  
 TIME: 03:54 PM  
 DATE: 97-04-07  
 WHOLESALE: 180000 ELMIRA TOBACCO CO., INC. <DIRECT>  
 TEMPLATE: 700272 70600 DOR JUNE B2G1F  
 TEMPLATE SEQ: 0008  
 SALES LEVEL: 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162605	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHILPS	NY	14532	1				(315) 548-5046
162605	162624	647713	STOP 21	RT. 21 & ARMINOTO	PALMYRA	NY	14522	1				(315) 597-6300
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	2				(716) 394-4490
162606	162225	518794	ARGENTINER'S GROCER	104 LODER ST	HORNELL	NY	14843	2				(607) 324-1560
162204		666526	NICHOLS TRAVEL PLAZ	EXIT 62, ROUTE #1	NICHOLS	NY	13812	1				(607) 699-3104
162605		718792	LIQUID UNLIMITED IN	1600 CEDAR ST	ELMIRA	NY	14904	1				(607) 734-4296
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1				(607) 739-5401
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607) 732-1275
162605	162228	269635	FOODMART	328 PARK AVE	CORNING	NY	14830	1				(607) 962-3221
162605	162228	269831	MINIERS	2914 CANAL ST	BIG FLATS	NY	14814	1				(607) 562-8015
162605	162231	597271	BIG M	15 MAIN STREET	SPENCER	NY	14863	1				(607) 589-4999
162605		696049	SCHOONIES	523 E HIGH ST	PAINTED POST	NY	14870	1				(607) 936-1415
162605		727822	QUICK STOP BEV & GR	1331 COLLEGE AVE	ELMIRA	NY	14901	1				(607) 796-2770
162605		035860	HARBUS READI MART	ROUTE 223	ERIN	NY	14838	1				(607) 796-2770
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607) 796-2770
162605	162225	022619	WATKINS NEWS	311 FRANKLIN ST	WATKINS GLEN	NY	14891	1				(607) 796-2770
162604	162225	269729	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY	14572	1				(607) 796-2770
162605	162228	763838	HESS #32221	100 COLLEGE AVE	ELMIRA HEIGHTS	NY	14903	1		0353-0100		(607) 734-7744
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	1				(607) 734-7744
162605	162228	764298	MAPHIS EGGLAND	CATHERINE RD	ODESSA	NY	14869	1				(607) 594-3688
162605	162231	269425	MACKS PHARMACY	PLZA SHOPNG CTR	ITHACA	NY	14850	1				(607) 594-3688
162605	162228	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1				(607) 936-4552
162605	162228	269467	LEWIS BROS	703 WESTLAK ST	HORSEHEADS	NY	14845	1				(607) 739-8958
162605	162228	269783	CFM #33-094/F	3 BEANTOWN RD	PAINTED POST	NY	14870	1		0990-0000		(607) 962-7675

PAGE BREAK TOTAL ACCOUNTS

24

TOTAL QUANTITY

26

TEMPLATE TOTAL ACCOUNTS

24

TOTAL QUANTITY

26

## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

05/20/97

ACCOUNT NUMBER: 180000                      ELMIRA DISTRIBUTING  
VOUCHER NUMBER: 15354145                   374 UPPER OAKWOOD AV  
DATE WRITTEN: 05/20/97                    ELMIRA , NY 14903  
STATUS: PAID  
AMOUNT PAID: 34.30                      SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.45	34.30

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/A ZECCA

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